A9055-24 4/91

TVB

A RESEARCH TREND REPORT

TRENDS

IN GNP
AD VOLUME
TV AD VOLUME

1960-1996

Prepared by the TVB Research Department 4/91

Television Bureau of Advertising, Inc., 477 Madison Avenue, New York, New York 10022 (212) 486-1111

GROSS NATIONAL PRODUCT
TOTAL AD VOLUME AND TELEVISION AD VOLUME 1960-1996

YEAR	GNP		Ad Volume			TV Ad Volume *		
	Billions	% Change	Millions	% Change	% of GNP	Millions	% Change	% of Ad Volume
1960	$515.3	5.7	$11,960	6.1	2.32	$1,627	6.4	13.6
1961	533.8	3.6	11,860	(0.8)	2.22	1,691	3.9	14.3
1962	574.6	7.6	12,430	4.8	2.16	1,897	12.2	15.3
1963	606.9	5.6	13,100	5.4	2.16	2,032	7.1	15.5
1964	649.8	7.1	14,150	8.0	2.18	2,289	12.6	16.2
1965	705.1	8.5	15,250	7.8	2.16	2,515	9.9	16.5
1966	772.0	9.5	16,630	9.0	2.15	2,823	12.2	17.0
1967	816.4	5.8	16,870	1.4	2.07	2,909	3.0	17.2
1968	892.7	9.3	18,090	7.2	2.03	3,231	11.1	17.9
1969	963.9	8.0	19,420	7.4	2.01	3,585	11.0	18.5
1970	1,015.5	5.4	20,550	0.7	2.02	3,596	0.3	17.5
1971	1,102.7	8.6	20,700	5.9	1.88	3,534	-1.7	17.1
1972	1,212.8	10.0	23,210	12.1	1.91	4,091	15.8	17.6
1973	1,359.3	12.1	24,980	7.6	1.84	4,460	9.0	17.9
1974	1,472.8	8.3	26,620	6.6	1.81	4,851	8.8	18.2
1975	1,598.4	8.5	27,900	4.8	1.75	5,263	8.5	18.9
1976	1,782.8	11.5	33,300	19.4	1.87	6,721	27.7	20.2
1977	1,990.5	11.7	37,440	12.4	1.88	7,612	13.3	20.3
1978	2,249.7	13.0	43,330	15.7	1.93	8,955	17.6	20.7
1979	2,508.2	11.5	48,780	12.6	1.94	10,154	13.4	20.8
1980	2,732.0	8.9	53,550	9.8	1.96	11,469	13.0	21.4
1981	3,052.6	11.7	60,430	12.8	1.98	12,846	12.0	21.3
1982	3,166.0	3.7	66,580	10.2	2.10	14,636	13.9	22.0
1983	3,405.7	7.6	75,850	13.9	2.23	16,759	14.5	22.1
1984	3,772.2	10.8	87,820	15.8	2.33	19,848	18.4	22.6
1985	4,014.9	6.4	94,750	7.9	2.36	21,022	5.9	22.2
1986	4,231.6	5.4	102,140	7.8	2.41	22,881	8.8	22.4
1987	4,515.6	6.7	109,650	7.4	2.42	23,904	4.5	21.8
1988	4,873.7	7.9	118,050	7.7	2.42	25,686	7.5	21.8
1989	5,200.8	6.7	123,930	5.0	2.37	26,891	4.7	21.7
1990	5,463.6	5.1	130,000	4.9	2.38	28,573	6.3	22.0
1991	5,631.6	3.1	133,000	2.3	2.36	29,550	3.4	22.2
1992	5,986.0	6.3	143,070	7.6	2.39	31,903	8.0	22.3
1993	6,399.0	6.9	152,300	6.5	2.38	33,658	5.5	22.1
1994	6,821.1	6.6	163,020	7.0	2.39	36,191	7.5	22.2
1995	7,277.3	6.7	173,200	6.2	2.38	38,277	5.8	22.1
1996	7,763.6	6.7	185,550	7.1	2.39	41,377	8.1	22.3

* Includes National Syndication and Cable

TELEVISION AD VOLUME 1960-1996

YEAR	NETWORK			SPOT			LOCAL			Ntwk/Spot/Local		
	Millions	% Change	% of TV	Millions	% Change	% of TV	Millions	% Change	% of TV	Millions	% Change	% of TV
1960	$820	5.7	50.4	$527	8.4	32.4	$280	0.0	17.2	$1,627	6.4	100.0
1961	887	8.2	52.5	548	4.0	32.4	256	-8.6	15.1	1,691	3.9	100.0
1962	976	10.0	51.4	629	14.8	33.2	292	14.1	15.4	1,897	12.2	100.0
1963	1,025	5.0	50.4	698	11.0	34.4	309	5.8	15.2	2,032	7.1	100.0
1964	1,132	10.4	49.5	806	15.5	35.2	351	13.6	15.3	2,289	12.6	100.0
1965	1,237	9.3	49.2	892	10.7	35.5	386	10.0	15.3	2,515	9.9	100.0
1966	1,393	12.6	49.3	988	10.8	35.0	442	14.5	15.7	2,823	12.2	100.0
1967	1,455	4.5	50.0	988	0.0	34.0	466	5.4	16.0	2,909	3.0	100.0
1968	1,523	4.7	47.1	1,131	14.5	35.0	577	23.8	17.9	3,231	11.1	100.0
1969	1,676	10.2	46.8	1,253	10.8	35.0	654	13.3	18.2	3,585	11.0	100.0
1970	1,658	-1.2	46.1	1,234	-1.5	34.3	704	7.6	19.6	3,596	0.3	100.0
1971	1,593	-3.9	45.1	1,145	-7.2	32.4	796	13.1	22.5	3,534	-1.7	100.0
1972	1,804	13.2	44.1	1,318	15.1	32.2	969	21.7	23.7	4,091	15.8	100.0
1973	1,968	9.1	44.1	1,377	4.5	30.9	1,115	15.1	25.0	4,460	9.0	100.0
1974	,145	9.0	44.2	1,495	8.6	30.8	1,211	8.6	25.0	4,851	8.8	100.0
1975	2,306	7.5	43.8	1,623	8.6	30.8	1,334	10.2	25.3	5,263	8.5	100.0
1976	2,857	23.9	42.5	2,154	32.7	32.0	1,710	28.2	25.4	6,721	27.7	100.0
1977	3,460	21.1	45.5	2,204	2.3	29.0	1,948	13.9	25.6	7,612	13.3	100.0
1978	3,975	14.9	44.4	2,607	18.3	29.1	2,373	21.8	26.5	8,955	17.6	100.0
1979	4,599	15.7	45.3	2,873	10.2	28.3	2,682	13.0	26.4	10,154	13.4	100.0
1980	5,130	11.5	44.7	3,269	13.8	28.5	2,967	10.6	25.9	11,366	11.9	99.1
1981	5,540	8.0	43.1	3,746	14.6	29.2	3,368	13.5	26.2	12,654	11.3	98.5
1982	6,144	10.9	42.0	4,364	16.5	29.8	3,765	11.8	25.7	14,273	12.8	97.5
1983	6,955	13.2	41.5	4,827	10.6	28.8	4,345	15.4	25.9	16,127	13.0	96.2
1984	8,318	19.6	41.9	5,488	13.7	27.7	5,084	17.0	25.6	18,890	17.1	95.2
1985	8,060	-3.1	38.3	6,004	9.4	28.6	5,714	12.4	27.2	19,778	4.7	94.1
1986	8,342	3.5	36.5	6,570	9.4	28.7	6,514	14.0	28.5	21,426	8.3	93.6
1987	8,500	1.9	35.6	6,846	4.2	28.6	6,833	4.9	28.6	22,179	3.5	92.8
1988	9,172	7.9	35.7	7,147	4.4	27.8	7,270	6.4	28.3	23,589	6.4	91.8
1989	9,110	-0.7	33.9	7,354	2.9	27.3	7,612	4.7	28.3	24,076	2.1	89.5
1990	9,657	6.0	33.8	7,788	5.9	27.3	7,856	3.2	27.5	25,301	5.1	88.6
1991	9,850	2.0	33.3	7,945	2.0	26.9	8,090	3.0	27.4	25,885	2.3	87.6
1992	10,624	7.9	33.3	8,550	7.6	26.8	8,598	6.3	27.0	27,772	7.3	87.1
1993	11,006	3.6	32.7	8,987	5.1	26.7	9,071	5.5	27.0	29,064	4.6	86.4
1994	11,762	6.9	32.5	9,608	6.9	26.5	9,757	7.6	27.0	31,127	7.1	86.0
1995	12,210	3.8	31.9	10,105	5.2	26.4	10,396	6.5	27.2	32,711	5.1	85.5
1996	13,158	7.8	31.8	10,882	7.7	26.3	11,213	7.9	27.1	35,253	7.8	85.2

	National Syndication*			Cable		
YEAR	Millions	% Change	% of TV	Millions	% Change	% of TV
1960	$ -	-	-	$ -	-	-
1961	-	-	-	-	-	-
1962	-	-	-	-	-	-
1963	-	-	-	-	-	-
1964	-	-	-	-	-	-
1965	-	-	-	-	-	-
1966	-	-	-	-	-	-
1967	-	-	-	-	-	-
1968	-	-	-	-	-	-
1969	-	-	-	-	-	-
	-	-	-	-	-	-
1970	-	-	-	-	-	-
1971	-	-	-	-	-	-
1972	-	-	-	-	-	-
1973	-	-	-	-	-	-
1974	-	-	-	-	-	-
1975	-	-	-	-	-	-
1976	-	-	-	-	-	-
1977	-	-	-	-	-	-
1978	-	-	-	-	-	-
1979	-	-	-	-	-	-
1980	50	0.0	0.4	53	0.0	0.5
1981	75	50.0	0.6	117	120.8	0.9
1982	150	100.0	1.0	213	82.1	1.5
1983	300	100.0	1.8	332	55.9	2.0
1984	420	40.0	2.1	538	62.0	2.7
1985	520	23.8	2.5	724	34.6	3.4
1986	600	15.4	2.6	855	18.1	3.7
1987	762	27.0	3.2	963	12.6	4.0
1988	901	18.2	3.5	1,196	24.2	4.7
1989	1,288	43.0	4.8	1,527	27.7	5.7
1990	1,516	17.7	5.3	1,756	15.0	6.1
1991	1,715	13.1	5.8	1,950	11.0	6.6
1992	1,930	12.5	6.0	2,201	12.9	6.9
1993	2,154	11.6	6.4	2,440	10.8	7.2
1994	2,371	10.1	6.6	2,693	10.3	7.4
1995	2,603	9.8	6.8	2,963	10.0	7.7
1996	2,855	9.7	6.9	3,269	10.3	7.9

*Includes Fox

Sources: GNP, U.S. Dept. of Commerce 1960-90
Merrill Lynch Economics, Inc. 1991-96.
Ad Volume, McCann-Erickson 1960-89.
TV Ad Volume, McCann-Erickson 1960-89.
All other figures are TVB estimates.

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A RESEARCH TREND REPORT

TRENDS

IN GNP
AD VOLUME
TV AD VOLUME

1960-1996

Prepared by the TVB Research Department

8/91

Television Bureau of Advertising, Inc., 477 Madison Avenue, New York, New York 10022 (212) 486-1111

GROSS NATIONAL PRODUCT
TOTAL AD VOLUME AND TELEVISION AD VOLUME 1960-1996

YEAR	GNP		Ad Volume			TV Ad Volume *		
	Billions	% Change	Millions	% Change	% of GNP	Millions	% Change	% of Ad Volume
1960	$515.3	5.7	$11,960	6.1	2.32	$1,627	6.4	13.6
1961	533.8	3.6	11,860	-0.8	2.22	1,691	3.9	14.3
1962	574.6	7.6	12,430	4.8	2.16	1,897	12.2	15.3
1963	606.9	5.6	13,100	5.4	2.16	2,032	7.1	15.5
1964	649.8	7.1	14,150	8.0	2.18	2,289	12.6	16.2
1965	705.1	8.5	15,250	7.8	2.16	2,515	9.9	16.5
1966	772.0	9.5	16,630	9.0	2.15	2,823	12.2	17.0
1967	816.4	5.8	16,870	1.4	2.07	2,909	3.0	17.2
1968	892.7	9.3	18,090	7.2	2.03	3,231	11.1	17.9
1969	963.9	8.0	19,420	7.4	2.01	3,585	11.0	18.5
1970	1,015.5	5.4	20,550	0.7	2.02	3,596	0.3	17.5
1971	1,102.7	8.6	20,700	5.9	1.88	3,534	-1.7	17.1
1972	1,212.8	10.0	23,210	12.1	1.91	4,091	15.8	17.6
1973	1,359.3	12.1	24,980	7.6	1.84	4,460	9.0	17.9
1974	1,472.8	8.3	26,620	6.6	1.81	4,851	8.8	18.2
1975	1,598.4	8.5	27,900	4.8	1.75	5,263	8.5	18.9
1976	1,782.8	11.5	33,300	19.4	1.87	6,721	27.7	20.2
1977	1,990.5	11.7	37,440	12.4	1.88	7,612	13.3	20.3
1978	2,249.7	13.0	43,330	15.7	1.93	8,955	17.6	20.7
1979	2,508.2	11.5	48,780	12.6	1.94	10,154	13.4	20.8
1980	2,732.0	8.9	53,550	9.8	1.96	11,469	13.0	21.4
1981	3,052.6	11.7	60,430	12.8	1.98	12,846	12.0	21.3
1982	3,166.0	3.7	66,580	10.2	2.10	14,636	13.9	22.0
1983	3,405.7	7.6	75,850	13.9	2.23	16,759	14.5	22.1
1984	3,772.2	10.8	87,820	15.8	2.33	19,848	18.4	22.6
1985	4,014.9	6.4	94,750	7.9	2.36	21,022	5.9	22.2
1986	4,231.6	5.4	102,140	7.8	2.41	22,881	8.8	22.4
1987	4,515.6	6.7	109,650	7.4	2.42	23,904	4.5	21.8
1988	4,873.7	7.9	118,050	7.7	2.42	25,686	7.5	21.8
1989	5,200.8	6.7	123,930	5.0	2.37	26,891	4.7	21.7
1990	5,465.1	5.1	128,640	3.8	2.35	28,405	5.6	22.1
1991	5,677.2	3.9	130,000	1.1	2.29	27,735	-2.4	21.3
1992	6,073.8	7.0	138,786	6.8	2.29	29,645	6.9	21.4
1993	6,492.9	6.9	148,687	7.1	2.29	31,521	6.3	21.2
1994	6,921.4	6.6	159,192	7.1	2.30	33,907	7.6	21.3
1995	7,385.2	6.7	169,860	6.7	2.30	36,010	6.2	21.2
1996	7,880.0	6.7	181,240	6.7	2.30	38,604	7.2	21.3

* Includes National Syndication and Cable

TELEVISION AD VOLUME 1960-1996

YEAR	NETWORK			SPOT			LOCAL			Ntwk/Spot/Local		
	Millions	% Change	% of TV	Millions	% Change	% of TV	Millions	% Change	% of TV	Millions	% Change	% of TV
1960	$820	5.7	50.4	$527	8.4	32.4	$280	0.0	17.2	$1,627	6.4	100.0
1961	887	8.2	52.5	548	4.0	32.4	256	-8.6	15.1	1,691	3.9	100.0
1962	976	10.0	51.4	629	14.8	33.2	292	14.1	15.4	1,897	12.2	100.0
1963	1,025	5.0	50.4	698	11.0	34.4	309	5.8	15.2	2,032	7.1	100.0
1964	1,132	10.4	49.5	806	15.5	35.2	351	13.6	15.3	2,289	12.6	100.0
1965	1,237	9.3	49.2	892	10.7	35.5	386	10.0	15.3	2,515	9.9	100.0
1966	1,393	12.6	49.3	988	10.8	35.0	442	14.5	15.7	2,823	12.2	100.0
1967	1,455	4.5	50.0	988	0.0	34.0	466	5.4	16.0	2,909	3.0	100.0
1968	1,523	4.7	47.1	1,131	14.5	35.0	577	23.8	17.9	3,231	11.1	100.0
1969	1,678	10.2	46.8	1,253	10.8	35.0	654	13.3	18.2	3,585	11.0	100.0
1970	1,658	-1.2	46.1	1,234	-1.5	34.3	704	7.6	19.6	3,596	0.3	100.0
1971	1,593	-3.9	45.1	1,145	-7.2	32.4	796	13.1	22.5	3,534	-1.7	100.0
1972	1,804	13.2	44.1	1,318	15.1	32.2	969	21.7	23.7	4,091	15.8	100.0
1973	1,968	9.1	44.1	1,377	4.5	30.9	1,115	15.1	25.0	4,460	9.0	100.0
1974	2,145	9.0	44.2	1,495	8.6	30.8	1,211	8.6	25.0	4,851	8.8	100.0
1975	2,306	7.5	43.8	1,623	8.6	30.8	1,334	10.2	25.3	5,263	8.5	100.0
1976	2,857	23.9	42.5	2,154	32.7	32.0	1,710	28.2	25.4	6,721	27.7	100.0
1977	3,460	21.1	45.5	2,204	2.3	29.0	1,948	13.9	25.6	7,612	13.3	100.0
1978	3,975	14.9	44.4	2,607	18.3	29.1	2,373	21.8	26.5	8,955	17.6	100.0
1979	4,599	15.7	45.3	2,873	10.2	28.3	2,682	13.0	26.4	10,154	13.4	100.0
1980	5,130	11.5	44.7	3,269	13.8	28.5	2,967	10.6	25.9	11,366	11.9	99.1
1981	5,540	8.0	43.1	3,746	14.6	29.2	3,368	13.5	26.2	12,654	11.3	98.5
1982	6,144	10.9	42.0	4,364	16.5	29.8	3,765	11.8	25.7	14,273	12.8	97.5
1983	6,955	13.2	41.5	4,827	10.6	28.8	4,345	15.4	25.9	16,127	13.0	96.2
1984	8,318	19.6	41.9	5,488	13.7	27.7	5,084	17.0	25.6	18,890	17.1	95.2
1985	8,060	-3.1	38.3	6,004	9.4	28.6	5,714	12.4	27.2	19,778	4.7	94.1
1986	8,342	3.5	36.5	6,570	9.4	28.7	6,514	14.0	28.5	21,426	8.3	93.6
1987	8,500	1.9	35.6	6,846	4.2	28.6	6,833	4.9	28.6	22,179	3.5	92.8
1988	9,172	7.9	35.7	7,147	4.4	27.8	7,270	6.4	28.3	23,589	6.4	91.8
1989	9,110	-0.7	33.9	7,354	2.9	27.3	7,612	4.7	28.3	24,076	2.1	89.5
1990	9,383	3.0	33.0	7,788	5.9	27.4	7,856	3.2	27.7	25,027	3.9	88.1
1991	8,915	-5.0	32.1	7,245	-7.0	26.1	7,700	-2.0	27.8	23,860	-4.7	86.0
1992	9,516	6.7	32.1	7,722	6.6	26.1	8,092	5.1	27.3	25,330	6.2	85.5
1993	9,992	5.0	31.7	8,196	6.1	26.0	8,542	5.6	27.1	26,730	5.5	84.8
1994	10,681	6.9	31.5	8,748	6.7	25.8	9,121	6.8	26.9	28,550	6.8	84.2
1995	11,163	4.5	31.0	9,255	5.8	25.7	9,669	6.0	27.0	30,087	5.4	83.7
1996	11,929	6.9	30.9	9,883	6.8	25.6	10,288	6.4	26.7	32,100	6.7	83.2

	National Syndication*			Cable		
YEAR	Millions	% Change	% of TV	Millions	% Change	% of TV
1960	$ -	-	-	$ -	-	-
1961	-	-	-	-	-	-
1962	-	-	-	-	-	-
1963	-	-	-	-	-	-
1964	-	-	-	-	-	-
1965	-	-	-	-	-	-
1966	-	-	-	-	-	-
1967	-	-	-	-	-	-
1968	-	-	-	-	-	-
1969	-	-	-	-	-	-
	-	-	-	-	-	-
1970	-	-	-	-	-	-
1971	-	-	-	-	-	-
1972	-	-	-	-	-	-
1973	-	-	-	-	-	-
1974	-	-	-	-	-	-
1975	-	-	-	-	-	-
1976	-	-	-	-	-	-
1977	-	-	-	-	-	-
1978	-	-	-	-	-	-
1979	-	-	-	-	-	-
1980	50	0.0	0.4	53	0.0	0.5
1981	75	50.0	0.6	117	120.8	0.9
1982	150	100.0	1.0	213	82.1	1.5
1983	300	100.0	1.8	332	55.9	2.0
1984	420	40.0	2.1	538	62.0	2.7
1985	520	23.8	2.5	724	34.6	3.4
1986	600	15.4	2.6	855	18.1	3.7
1987	762	27.0	3.2	963	12.6	4.0
1988	901	18.2	3.5	1,196	24.2	4.7
1989	1,288	43.0	4.8	1,527	27.7	5.7
1990	1,589	23.4	5.6	1,789	17.2	6.3
1991	1,890	18.9	6.8	1,985	11.0	7.2
1992	2,090	10.6	7.0	2,225	12.1	7.5
1993	2,301	10.1	7.3	2,490	11.9	7.9
1994	2,543	10.5	7.5	2,814	13.0	8.3
1995	2,790	9.6	7.7	3,133	11.3	8.6
1996	3,030	8.6	7.8	3,474	10.9	9.0

*Includes Fox

Sources: GNP, U.S. Dept. of Commerce 1960-90
Merrill Lynch Economics, Inc. 1991-96.
Ad Volume, McCann-Erickson 1960-90.
TV Ad Volume, McCann-Erickson 1960-90
All other figures are TVB estimates.